

## **Step 6: Evaluating My Program: Is it Doing Any Good?**

At the beginning of this resource kit we listed reasons for having a worksite wellness program. That list included reduced health care costs, increased productivity, decreased absenteeism and improved employee health and morale. In setting up your wellness program, you need to also think about how you are going to evaluate your program. Evaluation will provide you with information to modify your program to better meet your employee needs and to measure whether employee's attitudes, behaviors and health indicators have changed as a result of your program.

### **Types of Evaluation**

You can measure process and you can measure outcome (or impact). Both are important and should be used. Process indicators will be easier to measure and will give you quicker feedback on how well your program is being accepted by employees. Examples of process measures are:

- ❖ Number of staff enrolled and participating (participation rates).
- ❖ Web site hits
- ❖ Observation or counts (ex. track number walking at noon)
- ❖ Participant satisfaction (via survey, focus groups, interviews, stakeholder survey, etc.)
- ❖ Policy or environmental changes/tracking (compare list of policy or environmental changes from initial site assessment using Worksite Wellness Assessment Checklist with later follow-up at 1 year, 2 years, etc.)

Outcome evaluation is more difficult and takes longer to show up in your data. Examples of outcome measures are:

- ❖ Pre/Post test surveys – Can measure changes in attitude, knowledge and current eating and physical activity habits from initial assessment to completion of a specified program or campaign.
- ❖ Quizzes
- ❖ Vending items being chosen (arrange with vendor to track selections)
- ❖ Cafeteria menu options
- ❖ Health Indicators / reduced risk factors. Comparison of company aggregate screening measures such as blood pressure, cholesterol, body weight, BMI, etc. before and after a specified program or campaign.
- ❖ Corporate costs and return on investment. The expense side, or what it costs to run your wellness program, can be fairly easy to quantify. However, computing savings from reduced health care claims, lost work days or absenteeism may be harder to calculate. Work with your human resources and benefits contacts to determine what can be measured and then setting a “baseline” figure to compare against later.

Outcome or impact evaluation needs to clearly identify the marker being addressed and have the baseline data for comparison to determine the impact or outcome. One example would be to compare last year's absentee rate with the rate after the wellness program is in place or compare the absentee rate for employees actively participating in the program with those that are not. This could also be done with health care claims.

## Sample Evaluation Tool & Measures

Sample Process Objectives	2005	2006	Change
Number of staff enrolled and participating (participation rates).	200	220	↑10%
Company wellness web site hits	10,620	22,000	↑ 107%
Observation or counts (ex. track number walking at noon)	60	75	↑ 25%
Participant satisfaction (via survey, focus groups, interviews, stakeholder survey, etc.)	72%	80%	↑ 8%
Policy or environmental changes/tracking (Use Worksite Wellness Assessment Checklist and compare list of policy or environmental changes from initial site assessment with later follow-up at 1 year, 2 years, etc.)	10 in place	15 in place	↑ 50%
Sample Outcome Objectives	2005	2006	Change
Pre/Post test surveys – Can measure changes in attitude, knowledge and current eating and physical activity habits from initial assessment to completion of a specified program or campaign.			
Quizzes – test of knowledge on various topics	78%	85%	↑ 7%
Vending items being chosen (arrange with vendor to track selections)	25% Healthy choice	35% Healthy choice	↑ 10%
Cafeteria menu options			
Health Indicators / reduced risk factors. Comparison of company aggregate screening measures such as blood pressure, cholesterol, body weight, BMI, etc. before and after a specified program or campaign.	BP =140/100  Chol = 225 BMI = 30%	BP = 130/90 Chol = 212 BMI = 29%	↓ BP  ↓ 6% ↓ 1%
Corporate costs and return on investment. The expense side, or what it costs to run your wellness program, can be fairly easy to quantify. However, computing savings from reduced health care claims, lost work days or absenteeism may be harder to calculate. Work with your human resources and benefits contacts to determine what can be measured and then setting a “baseline” figure to compare against later.	Sick days = 662  Health Care Claims = \$864,000	Sick days = 604  Health Care Claims = \$789,000	↓ 9% ↓ 58 days  ↓ 9% ↓ \$75,000

### Step 6: Evaluation Resources

1. Health Improvement: A Comprehensive Guide to Designing, Implementing and Evaluating Worksite programs. Center for Prevention and Health Services Issue Brief. [http://www.businessgrouphealth.org/pdfs/issuebrief\\_nov2004.pdf](http://www.businessgrouphealth.org/pdfs/issuebrief_nov2004.pdf)
2. WELCOA Article: Evaluating Your Wellness Program (pages 3-9) [http://www.welcoa.org/freeresources/pdf/aa\\_v5.6\\_mayjune06.pdf](http://www.welcoa.org/freeresources/pdf/aa_v5.6_mayjune06.pdf)

Step 1    Step 2    Step 3    Step 4    Step 5    **Step 6**  
 Why? ⇒ Starting Up ⇒ Assessing ⇒ Strategies ⇒ Making Decisions ⇒ **Evaluation**